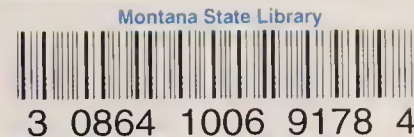




MONTANA

TRAVEL NEWS

TRAVEL PROMOTION UNIT, DEPT. OF HIGHWAYS, HELENA, MONTANA 59601 - VOL. 2, NO. 4, 1975



TRAVEL WRITERS LIKE THE MONTANA SUBJECT



THE MISSOURI RIVER gave up a fine German Brown to the fly fishing skills of A. J. McClane, executive editor of *FIELD AND STREAM*, on a recent writers' tour of Montana arranged by the Montana Travel Promotion Unit.

New Manager Named For Montana Travel Hosts

Hank Demmons of Great Falls has been named manager of Montana Travel Hosts and membership director of the Montana Chamber of Commerce, according to an announcement by Chamber manager Forrest "Buck" Boles.

Demmons is replacing former MTH manager Stan Hanson, who has been named manager of the Lewistown Chamber of Commerce.

SURVEYS INDICATE TRAVEL INCREASES

Preliminary surveys by national travel index bureaus indicate that travel increased substantially nation-wide during the 1975 travel season.

The first quarter of 1975 showed a 15 percent increase in travel over the same period in 1974, according to the 1975 *National Travel Survey: First Quarter Report* published by the U.S. Travel Data Center.

(Continued on Back Page)

Efforts by the Montana Travel Promotion Unit to interest nationally known writers in writing on the subject of Montana have borne fruit in recent months with visits to the state by writers representing prestige magazines and newspapers, according to a report by Josephine Brooker, Travel Promotion Unit director.

Latest efforts paid off with a trip to Montana by prominent writer Charles McCarry, researching material for a story on the Rocky Mountains slated for the December edition of *Travel and Leisure*, one of the nation's most popular travel magazines. McCarry will devote one-third of his story to Montana, and visited the state from Big Sky of Montana to Glacier National Park with stops en route at Helena, Frontier Town, Virginia City, Fairmont Hot Springs, Butte, Bozeman, Missoula, Flathead Lake, Bigfork and Great Falls.

Montana's fabulous fall fishing lured A. J. McClane, executive editor of *Field and Stream* and author of numerous books on sport fishing, and Tom McNally, outdoor editor of *The Chicago Tribune*. The Travel Promotion Unit arranged for float-fishing trips on the Madison River, the Yellowstone and the Missouri, with the trips to appear in *Field and Stream* in the near future.

An earlier effort in response to interest expressed in Montana pack trips and high country fishing resulted in a pack trip expedition into Montana's Beartooth Wilderness followed by a float trip on the Yel-

(Continued on Back Page)

TRAVEL ROUNDUP MAY 5-6, NORTHERN HOTEL, BILLINGS!

TRAVEL UNIT MOVES



JOSEPHINE BROOKER (R), Director of the Montana Travel Promotion Unit, and Pat Downs, Coordinator of the Tours Division, complete the process of moving the Travel Promotion Unit offices into a new, larger location formerly occupied by the Board of Institutions. The new office, located directly opposite the front entrance to Montana's Capitol, will "permit a more efficient operation in all areas," according to Brooker. "With larger quarters we will have a more efficient mail room," Brooker added, "and we'll have a photo library in one place with a professional filing system and a complete film library, as well as a conference room equipped with audio-visual equipment for viewing films and slides and auditioning tapes." The new offices will eventually house a travel information distribution desk, Brooker said, to replace a current location on the main floor of the State Highways Building.

TRAVEL PROMOTION PROJECTS INCLUDE NEW MAP, BROCHURE

Montana Travel Promotion Unit efforts to compete successfully with neighboring states for the travel market will include a new look in travel information material.

Currently in production is a new 40-page map booklet to replace a previous similar booklet in continuous use for the past two years. The new booklet is being planned with introductory pages of photographs and written material presenting the Montana story and designed to project an image of Montana's desirability as a vacation destination. Subsequent pages will develop specific attractions with in-depth information directed to provide the out-of-state visitor with travel information, tour suggestions, and where-to-go data.

The 1976 State highway map is also being designed, with a special Bicentennial theme—the Travel Promotion Unit's salute to Bicentennial, blending history and adventure. Cover of the map will feature an illus-

tration of a bronze sculpture of Lewis and Clark with Sacajawea, created by Bob Scriver, a Browning native acknowledged as one of America's most noted Western sculptors.

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New Brochure Leads Russell Promotion

A new brochure promoting the C. M. Russell Museum in Great Falls and the Montana Historical Society Museum in Helena has been produced under the combined sponsorship of both galleries, according to William H. Bertsche, member of the Board of Directors of the Great Falls organization.

The brochure, designed by Ray Steele, Director of the C. M. Russell Museum, contains information about both museums and the Russell cabin studio in Great Falls. 300,000 of the brochures were printed for distribution by the Montana Travel Promotion Unit and by members of the sponsoring organizations.

The C. M. Russell Museum has also initiated a billboard program through the courtesy of Myhre Advertising, with supporting promotion through radio and television announcements and distribution of 1,000 posters throughout the Great Falls area.



CHECKING OUT THE FACILITIES at the dude ranch operation of the Big Sky of Montana resort complex on a recent Montana travel agent familiarization tour are (L. to R.): Dan Kraber, Frontier Airlines representative; Johnnie Rubley, Parkhill Tours, Champaign, Ill.; Karen March, ATA Travel, Galesberg, Ill.; and Pete Prather, Allan's Travel in Springfield.

MONTANA HOSTS TRAVEL AGENTS

Montana's second travel agent familiarization tour, sponsored by the Montana Travel Promotion Unit, brought 25 travel agents from the St. Louis area on a fall tour of the Big Sky state.

Touring agents, co-hosted by Frontier Airlines, took in Montana attractions that included a stay at the Big Sky of Montana all-season resort complex, a visit through the restored mining-days town of Virginia City, a stop at Kalispell's Outlaw Inn, and a stay in famed Glacier National Park as guests of Glacier Park Company at one of the park's massive log-and-timbered old-world lodges.

Results of a post-trip educational study tour questionnaire prepared by Frontier Airlines indicated that the agents were unanimous in agreeing that the tour better qualified them "to promote pleasure tours and conventions" in Montana, and mentioned surprise at finding how much the state has to offer.

According to Mrs. Pat Downs, director of the Tours Division of the Montana Travel Promotion Unit, Montana plans to continue familiarization tours but is looking forward to including tour brokers in future similar tours.

"RED SUNDAY" FILM WINS CINE GOLDEN EAGLE AWARD

A Cine Golden Eagle, one of cinematography's most coveted acknowledgements of excellence, has been awarded to a recently released Montana and North Dakota film.

Red Sunday, a documentary on the turbulent events and national climate that led to the Battle of the Little Bighorn and the annihilation of military forces under the command of Lt. Col. George A. Custer, was judged first place winner in the Historical Documentary Division. The Cine awards are among the top three most respected film festivals in the nation, and winners are entered in international film festival competitions.

Red Sunday was produced by James Graff of Billings and Robert

Henkel of Helena and photographed by Jim Kelly, former Montanan now living in Toronto. The film was sponsored by the Montana Travel Promotion Unit, the Montana Bicentennial Administration, the North Dakota Travel Division, and the North Dakota Bicentennial Administration.

The film was produced for distribution through 1975 and the Bicentennial Year of 1976 — also the centennial year of The Battle of the Little Bighorn. Selected as an official orientation film at the Custer National Battlefield, *Red Sunday* will also be distributed by Modern Talking Pictures to 400 television stations for viewing by an anticipated 20 million people.

DATE SET FOR 1976 CHAMBER ANNUAL MEET

The Montana Chamber of Commerce Annual Meeting will be held May 6 and 7 at Billings' Ramada Inn, according to a statement by Montana Chamber of Commerce Manager Forrest "Buck" Boles.

Program for the meeting will center around a "Bicentennial Salute to Business," Boles said, with speakers of national reputation and a panel featuring nationally prominent leaders of corporations doing business in Montana.

At the Chamber affair the Small Business Administration will present an annual Small Business Man of the Year award. Boles added that a competition is being held to determine "Montana's Number 1 Bicentennial Community" for a special award during the May meeting.

New Press Kits Promote Montana

A new Winter Press Kit has been mailed to 620 newspaper and magazine editors and writers throughout the United States, according to an announcement by Josephine Brooker, director of the Montana Travel Promotion Unit.

The new press kit promotes winter recreation in Montana, with an emphasis on downhill and cross country skiing.

OWT Reports Big Travel Upswing

1975 will go down as one of the record years for travel in the four states that make up the Old West Trail—Montana, North Dakota, South Dakota and Nebraska, according to James Graff of Billings, Old West Trail past president emeritus.

"The state travel departments, tourist attractions, motels, campgrounds and other members of the Old West Trail Foundation have all reported a high volume of tourist travel for the 1975 summer months," Graff said.

Substantial increases in travel indicate "the gasoline scare has subsided dramatically" and the increases "point out that families will take their vacation come hell or high water," Graff added.

"The 1975 travel increase tells me that as long as there is gasoline available the price on the pump is not going to deter the traveler from touring our wide open spaces in Old West Trail Country," Graff commented.

Stating that "it is up to all of us in the travel business to maintain a positive mental attitude on travel," Graff also declared the importance of keeping the four state capitols and Washington, D.C. informed as to the importance of travel to the economic well-being of the OWT states.

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PNTA HOLDS 41ST ANNUAL TRAVEL MEET

The 41st Annual Travel Conference of the Pacific Northwest Travel Association (PNTA) was held in Boise, Idaho, with a program covering various aspects of the travel industry. Included on the program itinerary were presentations on campgrounds, statistical information, and package tours.

It was announced during the Conference that PNTA will attend two spring, 1976 travel shows, the first scheduled for January 3-11 in Anaheim, California, and the second slated for March 26-April 4 in Minneapolis. Plans were also initiated for PNTA attendance at a 1975-76 Winter Ski Show. Montana will be represented by a staff member at all three shows.

Lee Merrill, PNTA president, also announced that PNTA is again solvent after a few seasons of financial uncertainty. The Montana delegation indicated a determination to increase its activity in the organization.

Attending the Conference from Montana were Josephine Brooker, Director, Montana Travel Promotion Unit; Anne Haerr, Secretary-Treasurer of Inter-Park Inc., Livingston; Russ Porten, KOA owner, Miles City; Mr. and Mrs. Carl Rupp, Billings, representing Inter-Park Inc.; and Mrs. Opal Smith, Manager, Helena Chamber of Commerce.

SENATE SETS TRAVEL STUDY

The Senate Tourism Subcommittee is expected to have initiated a formal study of a national tourism policy before the end of the year, a subcommittee aide has reported.

Senator Daniel K. Inouye (D-Hawaii), chairman of the subcommittee, has affirmed his intentions to "inventory and identify all federal programs affecting tourism and to see how to coordinate them" the aide said.

City, state and regional tourism officials will be asked for their views on the role of the federal government in tourism programs. Public hearings may follow at a later date.

The subcommittee has received approval for a budget from Senate officials.

NEW FILM WILL STRESS TRAVEL



DAVE WILSON, program director of Radio KMON in Great Falls, will be the narrator of a new Montana film emphasizing the importance of travel in the state economy.

A new film currently in production under the sponsorship of the Montana Travel Promotion Unit will stress the importance of travel in the Montana economy and advantages the travel industry provides for Montana citizens.

In the film, leaders in the Montana travel industry and spokesmen representative of travel-related businesses explain how vacation and travel traffic benefit the development of private businesses, promote expansion of services that improve day-to-day living conditions for residents, and how the travel industry can be expanded to generate greater advantages for communities statewide.

The film will also introduce a new

NATION TO LOSE MONDAY HOLIDAY

Americans will lose a three-day weekend starting in 1978 when Veterans Day returns to the traditional date of November 11, according to Congressional passage of an act to redesignate the holiday that was established to celebrate the end of World War I.

song for Montana, written as an opening and as a theme to be used throughout various sequences. The music was composed by George Grosbeck of Butte and has been recorded for the film's soundtrack by the "Prime Cut" quartet, a Butte musical group that has been performing throughout Montana.

Narration will be handled by Dave Wilson, program director of Radio KMON in Great Falls, who will be the on-camera spokesman at several points during the film.

Current scheduling calls for release of the film next spring, for use by local Chambers of Commerce, clubs, organizations, schools and travel-related groups throughout the state.

MONTANA TRAVEL NEWSLETTER

*published as a report on
Montana's Tourist Industry
by*

**The Travel Promotion Unit,
Department of Highways**

FILM CREWS IN MONTANA

The major motion picture *Missouri Breaks*, starring Marlon Brando and Jack Nicholson, completed shooting last month on its Montana locations, according to Scott Warden, director of the Montana Film Locations Unit.

The \$8 million United Artists production, directed by Arthur Penn, was shot on locations in Billings and Virginia City and was scripted by top-ranking Montana author Thomas McGuane who also wrote the Book Awards winner *92 in the Shade*.

United Artists executives were "very happy" shooting *Missouri Breaks* in Montana and hope to be back with another picture, Warden said.

Filming is approximately one third completed on *The Winds of Autumn*, a new Charles B. Pierce production now on location in Kalispell, according to Warden.

Starring Charles Pierce, Jr. in the role of an avenging Quaker youngster on the trail of his family's murderers, the 1890-period film also features Jeanette Nolan, star of the television series *Dirty Sally*, and Jack Elam in leading roles. Bordello scene roles will be played by Hugh Hefner Playboy "bunnies." The filming company expects to be in Montana for "at least eight weeks," Warden said.

Pierce was also producer-director of *Winterhawk*, released last spring and also filmed on location in the Kalispell area.



JACK NICHOLSEN AND MARLON BRANDO relax between takes near Billings for the \$8 million United Artists' film *MISSOURI BREAKS*, filmed on location in Billings and Virginia City.



CHARLES PIERCE JR. plays a Quaker youth on a deadly mission in *THE WINDS OF AUTUMN*, new movie production now filming on location near Kalispell.

MONTANA STARS IN NEW FILM ON OLD WEST

Montana stars in a new film on the Old West, slated for distribution by United Artists to theaters in the United States and Canada over the next three to four years.

Released under the title "Rediscovering the Old West," the nine minute theatrical short subject was sponsored by the Old West Regional Commission and features South Dakota, North Dakota, Nebraska and Wyoming in addition to Montana.

Throughout the travel oriented film such Montana vacation attractions are emphasized as Virginia City, the Lewis and Clark Caverns, Custer Battlefield, Flathead Lake, Frontier Town near Helena, Ft. Peck Lake and Glacier National Park. Montana activities illustrated in the fast moving film include rodeo, fishing, camping, floating, trail rides, backpacking and boating.

In commenting on the film Josephine Brooker, Director of the Montana Travel Promotion Unit, said,

"This is the type of project that regional travel promotion is all about. There is tremendous appeal in the subject of the Old West, and films of this type bring visitors from all over the country to enjoy the Montana atmosphere."

To be seen by five to 10 million theater-goers via the United Artists distribution, the action-and-interest-packed film covers favorite vacation attractions.

Production of the 35mm wide screen film was done by Sage Advertising of Helena, with production costs underwritten by a grant from the Old West Regional Commission of Rapid City, South Dakota. Part of the footage and the music score were originally used in "Explore the Old West Trail Country," produced by James Graff and Bob Henkel and sponsored by the United States Travel Service and Montana-Dakota Utilities.

PREVIEW OF UPCOMING TRAVEL EVENTS

NOVEMBER

- 6- 9—Minneapolis Ski Show
- 14,15—Annual Innkeepers' Conference, Heritage Inn, Great Falls
- 20-22—National Dude Ranchers' Association Conference, North Shore Plaza, Coeur D'Alene, Idaho

DECEMBER

- 12,13—Montana Outfitters and Guides Convention, Sandarosa Motor Inn, Livingston

JANUARY

- 3-11—Spring Travel Show, Anaheim, California

- MARCH 30-APRIL 2—Montana Trade Showcase, new Metra Building, Billings

TRAVEL INCREASES

(Continued from Page 1)

A total of 118 million person-trips to places 100 miles or more away from home were counted for the period. A person-trip is recorded each time one person takes one trip.

Weekend and vacation travel each showed increases of 22 percent. By mode of transportation, automobile travel showed a 25 percent increase over depressed 1974 levels. On a miles-travel basis, vacation travel chalked up a 62 percent gain as the length of the average vacation trip rose from 1,040 miles in 1974 to 1,380 miles in 1975's first quarter. Overall, Americans traveled more than 102 billion miles during the first quarter, spending 492 million nights away from home — or 24 per-

cent more than during 1974's first quarter, according to the Data Center Report.

Supporting Data Center survey conclusions, WACTI (Western America Convention and Travel Institute) reported an outstanding summer travel season for each of the 13 WACTI states. According to a WACTI post-Labor Day summary, bureaus dealing with convention business and recreational travel have reported increases of as high as 30 percent over 1974.

From Washington, D.C., the United States Travel Service reported that international arrivals in the United States increased 24.8 percent in the first quarter of 1975 over the same period in 1974. The greatest gains were reported from Canada, with more than 1.9 million arrivals — up 37 percent over the first three months of 1974. Mexican travel in the U.S. was up 35.8 per cent with 481,000 visitors.

Montana was in step with the rest of the nation, according to figures compiled by the Montana Travel Promotion Unit. The state enjoyed a healthy summer travel season with substantial visitor increases reported by such state-wide barometer attractions as Glacier National Park, up 8% with 1,260,328 visitors; Big Hole Battlefield up 17% with 33,721; Montana Historical Society in Helena up 14% with 111,817; Lewis and Clark Caverns up 10% with 62,405; and Yellowstone National Park showing the greatest increase with 18% representing 1,916,896 visitors.

TRAVEL WRITERS

(Continued from Page 1)

lowstone River above Livingston with fishing in the Gardiner and West Yellowstone areas. Participants in the combined trip included Keith Gardiner, editor of *Fishing World Magazine*; Russ Thornberry, outdoor columnist for *The Edmonton Journal*; Chan Bergen, assistant editor of *Western Horseman*, Dick Finley, executive publisher of *Fly Fisherman Magazine*, and Stephen W. Byers, regional staff writer for *Gentleman's Quarterly*.

The Travel Promotion Unit also furnished research assistance for George Bush of *Better Homes and Gardens* for an article on fall family vacationing in Montana with an emphasis on backpacking in the Bob Marshall Wilderness Area, and has assisted in recent months in furnishing information and location data for an upcoming article on Montana slated for *National Geographic Magazine*.

The Travel Promotion Unit invites respected professional writers to the state on planned itineraries and provides guides and in-state transportation. Writers gather research material on specific Montana interests, and the resulting articles are published in high-circulation magazines and newspapers across the nation.

According to Brooker, the Travel Promotion Unit is currently planning a winter writer's tour to emphasize Montana skiing and winter recreation attractions.

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